

ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27
MID SEMESTER EXAMINATION- AUGUST 2019
B.COM I SEMESTER
IFA 1319 – BUSINESS ECONOMICS

TIME: 1 Hour

MAX. MARKS: 30 Marks

SECTION A

Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)

- 1) Define Managerial Economics
- 2) Mention any 4 determinants of Demand.
- 3) What are the focus areas during marketing decisions?
- 4) What is Veblen's effect?
- 5) Give the meaning of demand forecasting.
- 6) Under which type of Elasticity would necessity good fall? And why?
- 7) What is Income elasticity of demand?

SECTION B

Answer any TWO of the following questions. Each question carries five marks. (2x5=10)

- 8) Briefly explain the scope of business economics.
- 9) What is law of demand? Explain the concept with an imaginary schedule and a graph.
- 10) Explain the degrees of price elasticity of demand

SECTION C

Answer the following compulsory question. The question carries ten marks. (1x10=10)

- 11) Explain the short run and long run techniques of demand forecasting.

***** End of Question Paper *****